

**Statement of the Connecticut Society of Plastic Surgeons
Before the Public Health Committee
On HB 6284, An Act Concerning the Advertising of Certain Services by Health Care
Providers**

March 11, 2015

Good afternoon, my name is Orlando DeLucia and I am a board certified Plastic Surgeon and President of the Connecticut Society of Plastic Surgeons. I have provided testimony today in support of **HB 6284, An Act Concerning the Advertising of Certain Services by Health Care Providers.**

With the advent of social media, health care advertisements have become commonplace with promises of miraculous results. At the same time, we are asking patients to be informed consumers of health care while their inboxes are bombarded with Groupons, and other “deals” while websites include buzz words and other information that sounds “impressive.” Providers promote “credentials” that are a myriad of confusing and irrelevant “boards” and “certifications” some of which can be earned with nothing more than a dinner meeting.

Unfortunately, when people see these emails and websites, they believe what they read and it must be “safe” if it is here in Connecticut. Just this week another advertisement came to my inbox for a deal on Botox. In the fine print it described that the procedure would be performed in a “space” within a hair salon. More and more we are seeing medical procedures being performed in these non-traditional settings. In fact, the CSPA received a call in January from a physician in Massachusetts who treated a patient-who will be scarred for life- after receiving liquid silicon injections in a hair salon in Danbury.

For some reason, the concept of patient safety and infection are not the focus when patients are in search of their lost youth. But, the consequences are real.

I know it seemed that we addressed this issue last year with the Medspa legislation that passed. Unfortunately, there seems to be a loophole in the bill and hair salons are the new location of choice promoting these services through various kinds of advertisements.

Infection is a real concern-dirty hair is an issue and the proper HVAC systems are simply not in place to address the risks. Not to mention other factors like medication storage refrigeration requirements, required sterile techniques and sharps disposal or what if the patient has an allergic reaction-these are just a few issues that come to mind, all of which put patients at risk.

Botox and fillers like Juvederm require multiple punctures of the skin – they're minimally invasive but they are invasive. If strict antisepsis protocol is not followed, contamination will occur and patient infection is possible. We have read about patient disasters where proper technique is not used and patients contract deadly disease like Hepatitis C. This is a reality. The CDC has increased its focus on infection control protocols throughout the country. These procedures should be no different.

I hope we can use HB 6284 to prevent the kind of advertising I have discussed, and take it one step further to prevent medical procedures from being performed in hair salons. It is the right thing to do.

Thank you for your consideration.